11/25/86 A3350-1

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD YEAR CERTAIN FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4 million units in October and 37.8 million units in the first 10 months of the year, setting records for both periods and signaling a new record year, reports the Association of Home Appliance Manufacturers (AHAM).

"There's no doubt that 1986 will be a winning year," comments AHAM President Robert Holding.

"Shipments through October are just 4 million units under the record set last year. If shipments for the remainder of the year simply keep pace with the last two months of 1985, over 6 million units will be shipped before year-end, pushing the total well over last year's 41.8 million units."

In October alone, the industry shipped over 4 million units -- the largest shipment ever for the month. October marked the third time this year that monthly shipments exceeded 4 million units.

Total shipments were 11.3% higher than the previous record level for October, set just last year.

More appliances were shipped during the first 10 months of the

(MORE)

year than during the same period in any previous calendar year. With year-to-date shipments at a record level, the industry is certain to ship over 40 million units in just 11 months for the first time in history.

The broadbased strength of major appliance shipments since the first half of the year is the major reason for the optimistic forecast. Monthly shipments in July, August, September and October all showed double-digit increases when compared to similar periods last year, and all five appliance categories registered shipment gains of 6.1% or more during each of these months.

From all indications, major appliance shipments will exceed the latest industry forecast of 42.6 million units for 1986.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1986

	October 1986	October 1985	% Change	Calendar Year to Date 1986	1985	% Change
ALL MAJOR APPLIANCES*	**4,085.3**	**3,672.2**	**+11.3%**	**37,827.4**	**35,353.1**	**+ 7.0%**
COOKING - TOTAL	**1,439.2**	**1,296.7**	**+11.0**	**12,528.0**	**11,182.8**	**+12.0**
ELECTRIC RANGES - TOTAL	318.6	311.2	+ 2.4	2,751.1	2,616.9	+ 5.1
Free Standing	260.3	253.6	+ 2.6	2,260.5	2,134.4	+ 5.9
Built-In	58.3	57.5	+ 1.4	490.6	482.4	+ 1.7
MICROWAVE OVENS/RANGES**	1,137.3	1,004.2	+13.3	9,929.8	8,735.6	+13.7
HOME LAUNDRY - TOTAL	**1,059.5**	**948.5**	**+11.7**	**8,408.3**	**7,744.5**	**+ 8.6**
AUTOMATIC WASHERS	599.7	528.2	+13.5	4,869.8	4,484.5	+ 8.6
DRYERS - TOTAL	459.7	420.3	+ 9.4	3,538.6	3,260.0	+ 8.6
Electric	352.7	325.3	+ 8.4	2,764.0	2,570.2	+ 7.5
Gas	107.0	95.0	+12.6	774.6	689.8	+12.3
KITCHEN CLEAN-UP - TOTAL	**811.9**	**737.9**	**+10.0**	**6,994.7**	**6,599.0**	**+ 6.0**
DISPOSERS	403.5	364.1	+10.8	3,583.4	3,467.6	+ 3.3
DISHWASHERS - TOTAL	386.2	357.0	+ 8.2	3,250.3	2,983.8	+ 8.9
Built-In	361.0	334.1	+ 8.1	3,048.5	2,786.2	+ 9.4
Portable	25.2	22.9	+10.0	201.8	197.6	+ 2.1
COMPACTORS	22.2	16.8	+32.1	161.0	147.6	+ 9.1
FOOD PRESERVATION - TOTAL	**704.6**	**659.1**	**+ 6.9**	**6,705.1**	**6,344.0**	**+ 5.7**
REFRIGERATORS	610.8	559.2	+ 9.2	5,627.5	5,248.7	+ 7.2
FREEZERS - TOTAL	93.8	99.9	- 6.1	1,077.6	1,095.3	- 1.6
Chest	51.9	49.5	+ 4.9	580.8	560.3	+ 3.7
Upright	41.9	50.5	-17.0	496.8	535.0	- 7.1
HOME COMFORT - TOTAL	**70.1**	**30.0**	**+133.7**	**3,191.3**	**3,482.7**	**- 8.4**
ROOM AIR CONDITIONERS	53.4	23.9	+123.4	2,660.0	2,905.8	- 8.5
DEHUMIDIFIERS	16.8	6.0	+180.0	531.3	576.8	- 7.9
GAS RANGES***	**184.0**	**184.6**	**- 0.3**	**1,607.8**	**1,507.4**	**+ 6.7**

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.